



UNITE

Partner Summit 2021

10 Lessons from analyzing ~~7~~ 1 BILLION metadata items

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SCAN ME



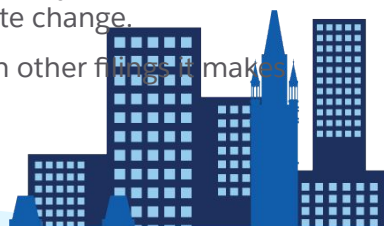
Forward-Looking Statements

"Safe harbor" statement under the Private Securities Litigation Reform Act of 1995: This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth, environmental, social and governance goals and expected capital allocation, including mergers and acquisitions, capital expenditures and other investments. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements it makes.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events, natural disasters and actual or threatened public health emergencies, such as the ongoing Coronavirus pandemic; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with our data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

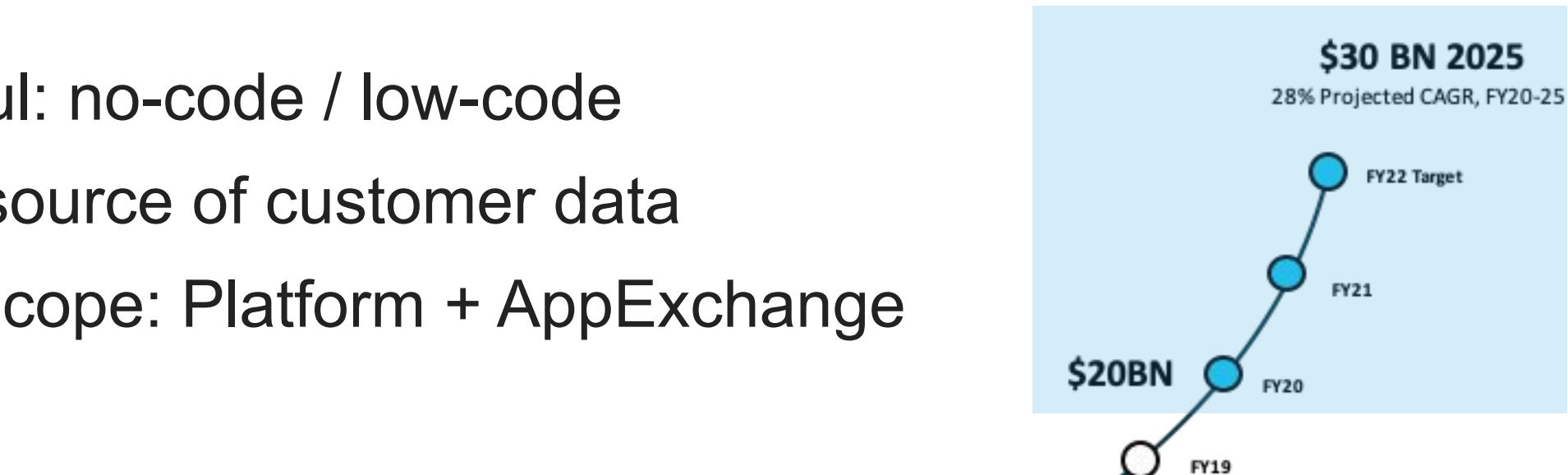


SALESFORCE IS STRATEGIC

Powerful: no-code / low-code

Single source of customer data

Broad scope: Platform + AppExchange



10 Lessons > 3 Themes

SCALE/COMPLEXITY : INCREASES RISK
ORG ANALYSIS : REQUIRES X-RAY VISION
CLEAN UP : OPPORTUNITY

BENEFITS: AGILITY



10 Things from Analyzing 1 Billion
Metadata Items

Blog post: bit.ly/billionSF

SCALE / COMPLEXITY = RISK

250,000 reports

54,000 email templates

2,000 custom objects

20,000 custom fields

275 record types on Account

13,000 dashboards

60 managed packages

75 Opportunity processes

12 million lines of Apex code

114 million Task records



ORG ANALYSIS = X-RAY VISION

Discovery is key first step



ORG ANALYSIS

Discovery is key



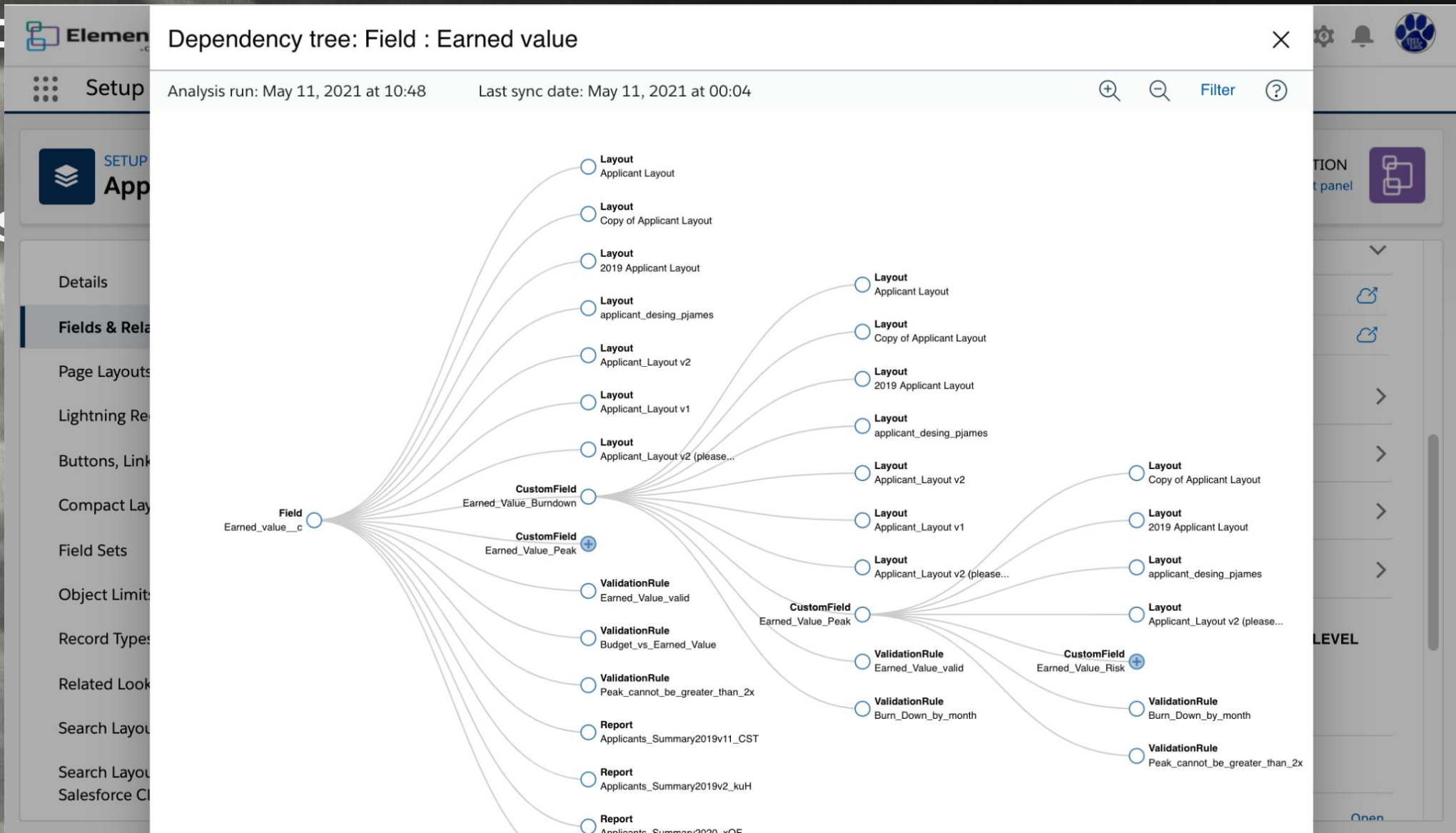
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ORG ANALYSIS = X-RAY VISION

Discovery is key first step

Risk and priorities

Automated documentation

Limited manual documentation



CLEAN UP = OPPORTUNITY

Tech debt kills agility
Not all tech debt is bad
Forensic org analysis reduces risk
Validating clean up vs start again



KEY TAKEAWAYS

Salesforce is now strategic

Complexity of orgs can kill agility and increases risk

Org scale means automated analysis is critical

Analysis and documentation is critical, not afterthought

*“Salesforce cannot be managed
by spreadsheets and hope”*



ACHIEVABLE NEXT STEPS

Actions

Embed Org Discovery/Health Check in every engagement

Educate customers on value of business analysis

Include Org documentation as a paid deliverable

Resources

Org Discovery Process bit.ly/orgdiscovery

Business Process Mapping course (Partner Learning Camp) bit.ly/BPMSE

10 Lessons from analyzing 7 Billion metadata items bit.ly/billionSF



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Thank
you